

ABSTRACT

COLLAPSIBLE DISPLAY FOR RETAIL OUTLET

A collapsible display 1 for a retail outlet is disclosed. The display 1 comprises a body portion 2 having a folded condition and an unfolded condition, and a display portion 3 including a display area 15 for carrying display information. Product supporting shelf portions 4 are pivotably connected between the body portion 2 and display portion 3, such that the display portion 3 is moveable relative to the body portion 2 between a first position, in which the shelf portion 4 are folded flat against the body portion 2 to allow folding of the body portion 2 to its folded condition, and a second position, in which the shelf portions 4 are adapted to support at least one product to be displayed and to retain the body portion 2 in its unfolded condition with the display area 15 protruding from the body portion 2.

[Figure 1]